

DTV Transition Campaign-Phase Two
"Future Is Here"
:30 sec.
NAB3-FUTU-30-ENG-ST
English-CC

Animation Background With THE FUTURE IS HERE....
Spokesperson Holding DTV Converter RIGHT HERE IN THIS BOX...
BECAUSE THIS BOX HAS THE
POWER,

Close Up Of DTV Converter Box
(Disclaimer: TV sets with ATSC digital tuners, satellite, cable
or telco connections make this converter box unnecessary)
CU Spokesperson

THE POWER TO CONVERT YOUR
ANTENNA TV INTO DTV.....
DIGITAL TELEVISION.....

Pan of DTV Coupon
To DTV Converter Box

AND NOW THIS BIG DISCOUNT Dissolve
COUPON MAKES THE DTV
CONVERTER BOX
AFFORDABLE.....

Animation Graphic pulls to
DTV BEFORE Spokesperson with Graphic
OR ALL YOU'LL SEE

MAKE SURE YOUR TV IS
FEBRUARY 2009;

(Graphic: FEBRUARY 2009)

IS...(Static Sound).....

Close Up of Spokesperson

LEARN MORE ABOUT THE
CONVERTER BOX
AND COUPON.....

(Disclaimer: The DTV transition will not affect
low power television stations)

Spokesperson With Graphic

CALL 888-DTV-2009, OR GO TO
DTV2009.GOV

(Graphic: 1-888-DTV-2009)

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(Graphic: DTV2009.gov)

DIGITAL TRANSITION PSA SCHEDULE – 1ST QUARTER 2008

| | |
|---|--|
| March 3, 2008: 2:15 PM 5:25 PM 6:55 PM | March 17, 2008: 11:32 PM |
| March 4, 2008: 1:25 PM 4:25 PM 5:28 PM | March 18, 2008: 12:48 PM 1:00 PM 1:52 PM |
| March 5, 2008: 12:00 PM 1:15 PM 1:45 PM | March 19, 2008: 12:00 PM 1:15 PM 2:45 PM |
| March 8, 2008: 12:13 PM 5:29 PM | March 22, 2008: 2:00 PM 5:25 PM |
| March 9, 2008: 6:18 PM 5:29 PM | March 23, 2008: 3:30 PM 8:18 PM |
| March 10, 2008: 12:09 PM 2:15 PM 12:01 AM | March 24, 2008: 1:35 PM 6:55 PM 11:32 PM |
| March 11, 2008: 1:07 PM 2:55 PM 11:21 PM | March 25, 2008: 12:30 PM 11:21 PM 11:45 PM |
| March 12, 2008: 12:30 PM 1:30 PM 2:45 PM | March 26, 2008: 1:30 PM 10:20 PM 11:45 PM |
| March 15, 2008: 12:50 PM 10:40 PM | March 29, 2008: 5:00 PM 5:50 PM |
| March 16, 2008: 10:55 PM 11:35 PM | March 30, 2008: 6:20 PM 8:18 PM |
| March 17, 2008: 1:51 PM 2:15 PM | March 31, 2008: 8:58:30 AM 1:15:44 PM 1:24:48 PM 2:49:49 PM |

DIGITAL TRANSITION CRAWLS – 1ST QUARTER 2008

The following 60-Second Digital Transition Crawl aired on KFXA-TV:

Full power analog broadcast will end on 2/17/09 and analog-only televisions may lose the signal being viewed unless the viewer takes action. Over-the-Air viewing on analog only televisions will require the use of a converter box. Analog television sets should continue to work for reception of broadcasts from cable and satellite providers and with gaming consoles, VCRs, DVD players and similar products. For more information, call KFXA at 319-395-9060, 1-888-DTV-2009 or go to DTV2009.GOV.

Times of crawl airing:

March 31, 2008: 5:03:00 PM
 9:40:00 PM